



For Immediate Release:

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News Release

What is ‘True Beauty?’

*Campaign tells women to care for themselves
inside and out with cancer screenings*

(Salt Lake City, UT) – In a push to educate the community and increase breast and cervical cancer screenings, the Utah Department of Health (UDOH) and the Utah Cancer Control Program (UCCP) recently launched the “True Beauty” campaign and Web site.

The new site, <http://women.health.utah.gov>, is designed to encourage women to take care of themselves by getting regular screenings for breast and cervical cancer. The site is a one-stop resource for information, scheduling screenings, organizing educational get-togethers, sending enlightening e-cards, and more.

According to the American Cancer Society, breast cancer is the leading cause of female cancer death in Utah. An estimated 240 Utah women will die from the disease this year alone, and an estimated 1,000 new invasive cases of breast cancer will be diagnosed in Utah this year.

“As women, we typically spend time each day on our appearance. Taking care of our outside is a good thing, but we can also afford a little time to take care of the rest of our body,” said Kathryn Rowley, UCCP program director. “The True Beauty site is an excellent tool for women to learn about cancer screening and then share what they know with women they care about.”

As part of the True Beauty campaign, UDOH and UCCP created the “First Ladies Fight Back” initiative, a statewide effort involving female mayors of Utah cities as well as wives of Utah mayors. Together, they’ll help educate women on the importance of getting screened, and emphasize that free screening services are available at more than 45 locations statewide.

Karyn Winder, wife of West Valley City Mayor Mike Winder, will kick off the first of the First Ladies events on May 5, 2010 at the Utah Cultural Celebration Center (1355 West 3100 South in West Valley) from 7-8 p.m. The event is free to the public and will feature a guest speaker and free mini-makeovers by Premier Hair Academy.

“I’m thrilled to be part of this campaign, and I hope the women in our community will join me for this important event,” Winder said. “We want to remind all women that mammograms save lives and are the best way to detect breast cancer in its earliest, most treatable stage.”

Other mayors and mayors’ wives who have agreed to join the campaign and educate women in their communities include Mayor Natasha Madsen of Manti, Mayor Connie Tatton of Midway, Linda Dolan, wife of Sandy Mayor Tom Dolan, and Laura Adams, wife of Clinton Mayor Mitch Adams.

To qualify for a free screening, women must be between the ages of 50 and 64 and meet generous income guidelines. Additionally, low-cost screening may be available to qualifying women between the ages of 40 and 49. For more information, call 1-800-717-1811 or visit <http://women.health.utah.gov>.

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The mission of the Utah Department of Health is to protect the public's health through preventing avoidable illness, injury, disability and premature death, assuring access to affordable, quality health care and promoting healthy lifestyles.